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AGENDA ITEM

For Possible Action

Information Only

Date: October 13, 2016

Item Number: V

Title: Marketing and Outreach Update

PURPOSE

The purpose of this report is to provide the Board and the public with a review of our Off Season Campaign and provide an overview of our fourth Open Enrollment Marketing Campaign.

CONTENTS

PURPOSE	1
CONTENTS	1
SUMMARY	1
OPEN ENROLLMENT	2

SUMMARY

Our Off Season marketing campaign took place from March 2016 to October 2016 and will segue to our fourth Open Enrollment to kick off at the end of this month. The campaign’s theme was “Get to know the benefits of health insurance.” Our objectives were to institutionalize the Exchange, identify and target the uninsured populations throughout Nevada, and use social media, digital advertising, and outdoor advertising to educate our target audience about the need for health insurance.

We maintained awareness through an outdoor advertising campaign as well as a strong digital advertising presence. We created an email capture campaign where 1,632 consumers opted-in to receive health insurance information and health tips related to our blog. We will be sending

emails to this list of consumers referencing upcoming important dates and deadlines related to open enrollment.

Nevada Health Link expanded outreach presence by attending more events than in years past. We researched multiple events with our target demographics; which consists of, but is not limited to: the tribes, rural Nevada, the Hispanic/Latino population, millennials, the 50+ community, self-employed, and other ethnicities. We have attended 89 events through September of this year. New outreach and educational materials and literature have been printed to engage our audiences and provide a clear understanding of how to enroll in a health insurance plan and receive in person assistance with an emphasis on why it is important to be covered. The off season campaign has been a success for the exchange and has helped us to realize the importance of having a year round presence with the public.

OPEN ENROLLMENT 4 MARKETING CAMPAIGN

Open enrollment begins November 1, 2016 and goes through January 31, 2017. This is our fourth open enrollment and our third enrollment using the federal platform, healthcare.gov for eligibility and enrollment purposes. Our theme for this open enrollment is “It’s Time to Get Connected.” We will continue to focus on the millennial population, Families and Individuals, 50+, self-employed, Rural and Tribal areas, and Hispanic/Latino populations as well as other ethnicities.

Our media campaign will include Content Marketing which is comprised of all forms of social media with new additions of snapchat, buzzfeed, and online video advertising. We will also have a traditional and robust advertising presence including television, radio, PR, website updates, and ongoing email communications that will kick off the week of October 24 and run through open enrollment. Patty from Penna Powers will review the creative concepts for our open enrollment marketing campaign with you.

Nevada Health Link, in conjunction with our vendors and contractors, will continue to be present at community events statewide and will host a kick-off event scheduled for Tuesday, November 1, 2016 from 3:00 PM to 8:00 PM both in Reno at the Peppermill and Las Vegas at the Cashman Center. More information about all of our events can be found on our webpage NevadaHealthLink.com.

The Exchange has been actively working on stakeholder initiatives. It is important to leverage our relationships within the healthcare community and provide resources to see how we can collaborate and synthesize our mutual efforts to reach our target populations. We have developed an email blast, a PowerPoint presentation, and a fact sheet for our stakeholders to use as they see fit. The Exchange and our partners have been working diligently in an effort to make this our best Open Enrollment yet.